

3. PROJECT CONCEPT AND DESIGN RATIONALE

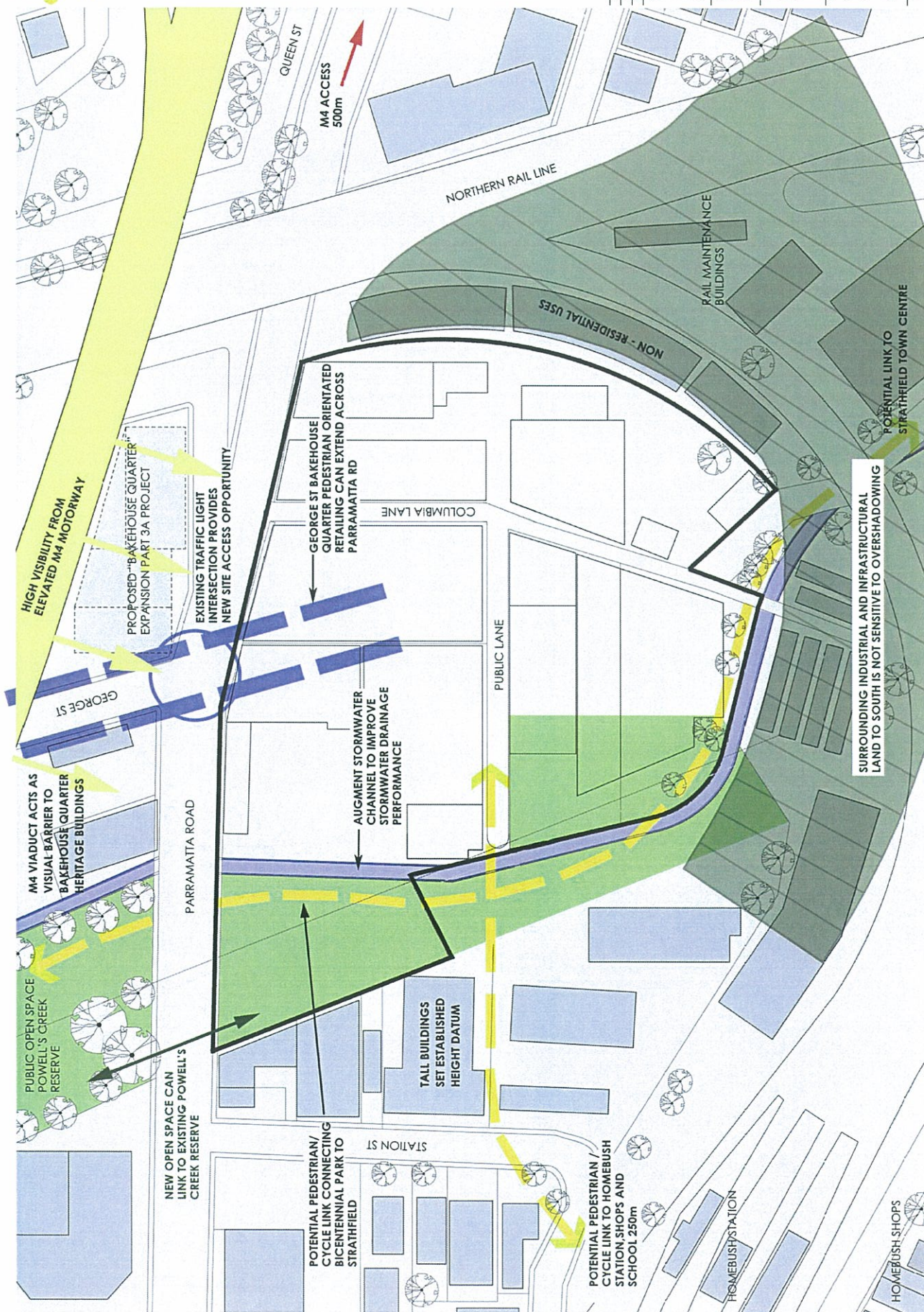
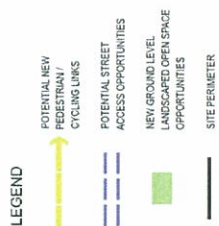
3.1 This Chapter

The purpose of this chapter is to describe the Concept for the development site arrived at by the project team, and to discuss how the design rationale behind the preferred scheme has evolved. This is done by combination of text discussion and analysis, and illustration by various drawings.

3.2 Built Form Context

Key characteristics of the built environment are illustrated at the Figures preceding, and are briefly described below:-

- The Bakehouse Quarter heritage precinct along George Street to the north of Parramatta Road, essentially a mixed use adaptive re-use of heritage buildings formerly part of the Arnotts Biscuit factory operation and now an interesting mix of commercial, restaurant and cultural activities within an essentially 'fine grain' built environment.
- At the southern or Parramatta Road end of the Bakehouse Quarter, a Part 3A Major Project Application has been lodged with the Department of Planning for a 13 storey hotel/function centre, a 13 storey office building, and associated drama theatre, tavern and restaurants. This Project Application is understood to be under formal Part 3A exhibition and assessment at the time of writing. *[No presumption is made regarding the likelihood of approval or otherwise, although its traffic generation has been included with that of the Columbia Precinct in modelling future conditions and upgrade requirements – see Traffic Report at Annexure 6.]*
- Significant residential flat development (twelve storeys) on Station Street to the west of the Columbia Precinct land, leading down to Homebush railway station 200 metres from the subject land, and including an easement for right-of-footway running from the subject land east-west through to Station Street.



ENVIRONMENTAL ASSESSMENT ISSUE	13-09-11
CONCEPT PLAN DRAFT SUBMISSION	05-01-11
10.4 Amendment Description	Date

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Leasing Time

Context & Analysis

Subject: _____
CONCEPT PLAN APPLICATION FOR: _____

columbia precinct
regeneration
HOMEBUSH

new North	Scale: NTS	Job No. 0834
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Circum: PH
 Date: TL, TT
 Drawn: B
 Issued: B
 Dwg No: AC.11

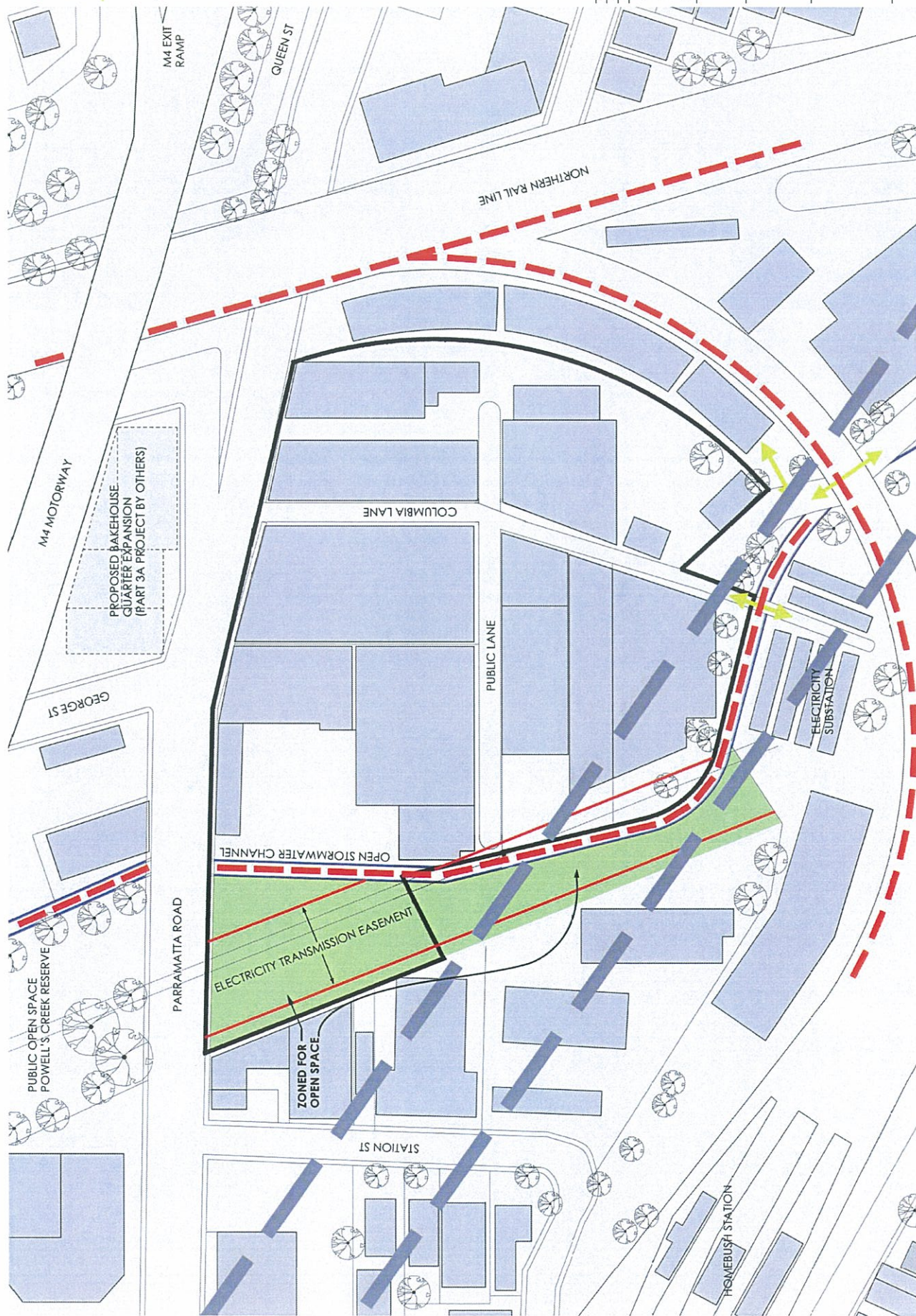
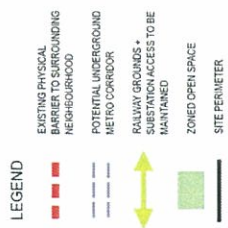
- The so-called 'Strathfield Triangle' land immediately east of Columbia Precinct and bounded by the Northern Rail Line, Parramatta Road and Leicester Road, a large area within Canada Bay LGA under progressive and intensive RFB redevelopment to heights of at least 10 storeys and possibly taller in the future.
- Mixed use residential/commercial/retail development along the Parramatta Road Corridor both east and west of the subject land.
- Significant redevelopment adjacent Strathfield railway station of fifteen storeys.
- Beresford Rd/The Crescent area of Strathfield/Homebush has recent RFB's up to 13 storeys.
- The RailCorp maintenance facilities immediately to the south-east of the subject land, bounded by rail lines and Integral Energy substation south across the stormwater canal.

The subject Columbia Precinct land itself, consists of older industrial-style buildings of typically one, two and three storeys totalling some 32,600m² GFA, with little or no redeeming architectural features or heritage significance, and now largely obsolescent both physically and commercially. The site is bounded by the SRA rail line and SRA workshops, Sydney Water canal and Integral Energy facilities and Parramatta Road. Part of the site is located on the western side of the stormwater canal between the subject redevelopment land and the new Station Street residential buildings, and is reserved for Open Space as a southward extension of the Powells Creek reserve corridor on the northern side of Parramatta Road.

3.3 Development Constraints

As can be seen from the above discussion, development constraints are relatively limited for this site, to the following:-

- Appropriate relationship to existing and future built form along Parramatta Road and to a lesser extent north along George Street within the Bakehouse Quarter;



Issue	Amendment Description	Date
B	ENVIRONMENTAL ASSESSMENT ISSUE	15-09-11
A	CONCEPT PLAN DRAFT SUBMISSION	05-01-11

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Drawing Title

Context & Analysis

KEY SITE CONSTRAINTS

Project

CONCEPT PLAN APPLICATION FOR:
columbiaprecinct
regeneration

2-20 Dormant sets Blvd E 11-13 Columbia 1 one Homebush NSW
HOMEBUSH

2072 JOURNAL OF POST KEYNESIAN ECONOMICS



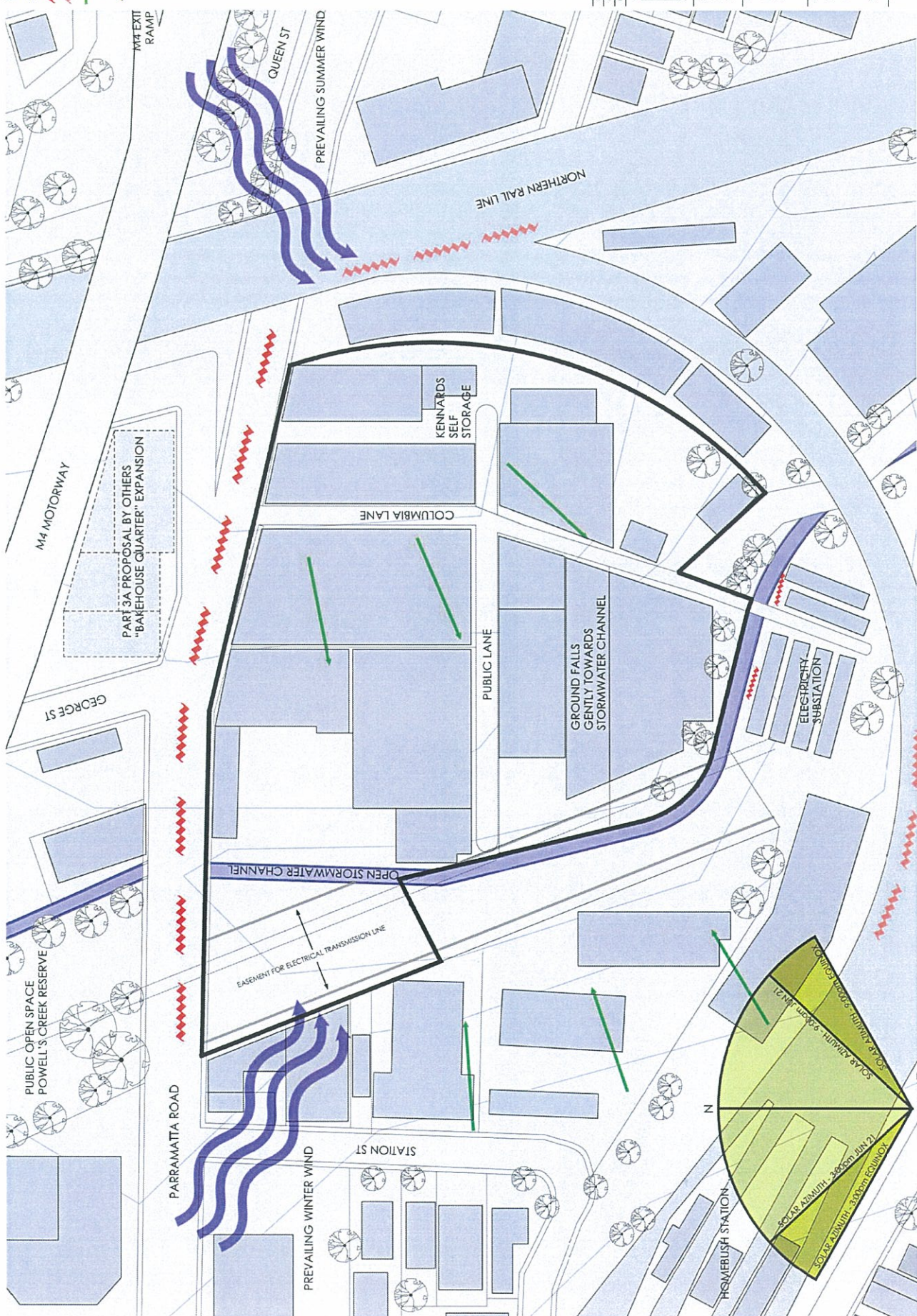

 Orient: PH Export: TL, TT



DepEd Div. Office - Marikina City

AC.10 B

- LEGEND**
- PREVAILING BREEZE
 - FREQUENT NOISE SOURCE
 - INTERMITTENT NOISE SOURCE
 - FALLING GROUND LEVEL
 - SITE PERIMETER
 - SUNANGLES



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Context & Analysis
 ENVIRONMENTAL ANALYSIS

CONCEPT PLAN APPLICATION FOR:
columbia precinct regeneration
 1/111 Columbia Lane, Homebush NSW 2148

Project: 1/111 Columbia Lane, Homebush NSW 2148
Scale: 1:500
Date: 08/24

Drawn By: [Name]
Checked By: [Name]
Approved By: [Name]

North Arrow: N

Scale: 1:500

Project: 1/111 Columbia Lane, Homebush NSW 2148

Scale: 1:500

Date: 08/24

Project: 1/111 Columbia Lane, Homebush NSW 2148

Scale: 1:500

Date: 08/24

- Privacy and shadow separations to the Station Street residential buildings (any other residential is much further distant);
- Continued vehicular access through to the RailCorp and Integral Energy facilities abutting the site to its south-east.
- The stormwater canal/future open space linkage, and the need to maintain any future public authority access within/across the land.

3.4 Development Directions

The central strategic location of the Columbia Precinct land, its close proximity to the station and to Parramatta Road, and the 'island' nature of this land itself, combine to create a very strong potential for wholesale redevelopment in a way which maximises the considerable opportunities of the land without impacting unreasonably on nearby land-uses. Such opportunities are strongly underpinned by the owners' intentions to retain a significant commercial presence on-site, which would be accommodated within the lower-rise podium element through to the Parramatta Road frontage, with predominantly residential development in above-podium tower elements crowning the site at this junction of major E-W and N-S development corridors.

The project concept is driven by the development of residential accommodation as the primary land use of the site due to the characteristics of the site above a base-line support of retail/commercial use in the podium, as detailed throughout this report. Importantly for residential uses, the site offers excellent access to existing multi-modal transport options and is within easy walking and cycling distance to existing and expanding neighbourhood amenities, schools, and employment areas.

The development concept has taken the approach that height and building mass should be determined through an analysis of environmental performance and impacts, desired streetscapes and open spaces, and residential amenity, with particular regard for solar access, shadow, privacy and outlook. This approach has resulted in a proposal of mixed height ranging from 2 to 21 storeys which utilises the lowest floors for non-residential uses and accommodates residential units in smaller footprint buildings above the

commercial premises. Specific issues impacting height and building mass are detailed below in Section 3.5.

The proposed development is intentionally of a high-density nature for several reasons, including its excellent pedestrian access to transport, local shops and entertainment, to schools, hospitals and recreation areas.

The site offers mixed-use commercial opportunities as a complement to the residential usage. Mixed commercial uses are an appropriate complement to the site for several reasons including: a) the expanding population of the area including from within this site and surrounding developments, b) its potential to be commercially complementary with the Bakehouse Quarter and Parramatta Rd commercial premises, c) the high visibility and profile offered by the Parramatta Road frontage, d) the existing commercial usage of the site including the existing Kennards Self Storage Centre and Administration Headquarters which is proposed to be redeveloped as part of the overall development.

An economic assessment report prepared by Leyshon Consulting and forming part of this Project Application Environmental Assessment documentation, has provided the viability groundwork for what is now proposed. Their research and recommendations were based on a size and mix configuration designed to serve the natural realistic catchment and respect the pre-existing centre network.

The concept design has explored a wide variety of building heights, massing and site configurations as a way of combining mixed uses and appropriate residential density with new public spaces and facilities. The current typical residential development in the general locality already has significant density (refer to Station Street and Cooper Street developments), yet provides little public or private benefit in terms of common areas and public space and facilities. The proposed Columbia Precinct Concept Plan incorporates new parkland and several new public spaces as well as other public benefits as a framework on which the design is structured.

The design now forming part of this Concept Plan application has been refined since the Preliminary Environmental Assessment Report was completed ⁽²⁾, having regard in particular for the specialist Study Team inputs subsequently provided by Professor

⁽²⁾ *ibid*

Webber on urban design issues, Dr Richard Lamb on visual impact considerations, Peter Leyshon on economic viability, constraints and impacts, Robert Staas (NBRS+P) on heritage issues, Ross Shepherd (Site Image) on landscaping, and CBHK Traffic and Transport on road design and parking. Key matters contributed by those parties in their respective fields are summarised later in this chapter, while their Annexure documents are provided under separate cover and should be consulted for detail where necessary.

3.5 Development Principles and Design Philosophy

As just noted, design inputs have been provided during the design development phase by a number of key consultants, and the scheme as now proposed represents the result of the study team's synthesis of those ideas, some of which have been directly mutually supportive and at other times not necessarily supportive, therefore involving a degree of concept evolution. At the end of that process, the Project Team has identified the key parameters that might be reasonably expected to be considered in the design development of this site.

The adopted design principles against each identified design aspect are as follows:

Specific Issue	Design Principle
Parramatta Rd Frontage	<p>Integrate the site's Parramatta Rd frontage with the evolving Parramatta Rd building heights to the east and west of the site.</p> <p>Avoid overbearing building presence on Parramatta Rd frontage, and provide high quality commercial/showroom space to Parramatta Road.</p>
Western Frontage	<p>Create public park on the western portion of the site zoned as Open Space and to provide uses addressing this significant open space area.</p> <p>Step building heights up from a low point at the north of the site to taller buildings at the south-east and south allowing visual transition from open space to tall buildings and minimise overshadowing on open space and residential land.</p> <p>Preserve existing solar access of neighbouring</p>

	residential units, particularly those to the west of the site.
Eastern Frontage	Step building heights up along the eastern frontage from north to south in order to accommodate appropriately lower height and mass at Parramatta Rd and to take advantage of the widening railway buffer in the south-easterly direction to nearest residential development. Orientate buildings to capture northern sun and north-easterly outlooks
Southern Frontage	Utilise the attributes of the site and the surrounding land to achieve tall building heights without overshadowing, overlooking and overbearing of other surrounding residential properties.
Overshadowing	Minimise overshadowing from the proposal to adjacent and nearby residential buildings
Solar Access	Maximise solar access to residential and open spaces within the site
Skyline and Visual Impact	Provide an aesthetic skyline form when viewed from both a distance and up-close, utilising slender tower forms spaced and orientated to ensure retention of a reasonable level of cross-site district outlook.
Residential/Commercial Mix	Provide for a predominantly residential development which also provides for mixed neighbourhood business and community facilities at lower levels
Retain existing 'Kennards Self Storage' use	Accommodate a re-development of the existing Kennards Self Storage facility within new mixed-use environment, as well as components for the other two landowners as might be required
Homebush Village and Station	Promote pedestrian connections between the site and Homebush Station, Homebush Village and Public School via Station Street
Bakehouse Quarter and Nth Strathfield Station	Link the site to the Bakehouse Quarter mixed-use commercial precinct and North Strathfield station across Parramatta Rd
Powells Creek Reserve and Homebush Bay Precinct	Allow for linkage and incorporation of proposed park into Powells Creek reserve corridor ultimately linking Strathfield Town Ctr. to Bicentennial Park, Sydney Olympic Park and Rhodes Peninsula

Issue (cont.)	Design Principle
Strathfield Town Ctr. and Station	Provide pedestrian network around the western section of the subject land and allow for potential future pedestrian links to Strathfield Town Centre via railway lands
New 'main' street – George St extension	Pedestrian-oriented retail street frontage extension of George Street as a retailing and entertainment-based pedestrian 'main street'
Neighbourhood Square	Create an outdoor community-oriented plaza space combining hard and soft landscape and surrounded by active building frontages
Public park	Create a predominantly soft landscape park with pedestrian and bicycle links available to become part of the overall Powells Creek Reserve corridor.
Integration of community uses	Provide flexible accommodation opportunities for significant community facilities such as gym, pool, library, senior centre, youth centre, day care / pre-school and neighbourhood health care facilities amongst other possibilities.

3.6 The Development Concept Sought for Approval

Reflecting these guiding design principles illustrated at Figures 14 to 17, the following Design Response has evolved:-

Design Response

The proposed building height and mass step up from north to south to minimise overshadowing within the site and allow maximum solar access to the residential areas, to the podium level communal residential open spaces and to ground level public open spaces. Stepped built form ranging from 2-21 storeys set amongst an existing/approved context of primarily 6-12 storey buildings provides variety within a coherent shaping of the skyline upward from Parramatta Rd and the proposed new park toward the centre of this developing precinct. The tallest buildings are significantly set back from all existing streets and public space, minimising any overbearing presence. The architects' 3-D images of the preferred development concept are provided overpage.

1. VIEW FROM GEORGE ST LOOKING SOUTH ACROSS PARRAMATTA RD INTO PROPOSED GEORGE ST EXTENSION



Issue	Amendment Description	Date
B	ENVIRONMENTAL ASSESSMENT ISSUE	11-10-11
A	CONCEPT PLAN GRANT SUBMISSION	02-07-11

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Practice Title

Illustrative Images
ARTIST IMPRESSION
VIEW 1

Project
CONCEPT PLAN APPLICATION FOR:
columbia precinct
regeneration
HOMEBUSH

Scale: N/A	Age: 0573
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Second PL TL, TT
deg N. A.801
B

Issue	Amendment Description	Date
B	ENVIRONMENTAL ASSESSMENT ISSUE	15-10-11
A	CONCEPT PLAN DRAFT SUBMISSION	05-07-11

MAYOCH
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Drawing Title

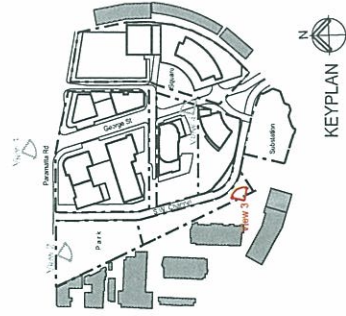
Illustrative Images

ARTIST IMPRESSION

VIEW 2

Project
CONCEPT PLAN APPLICATION FOR :
columbiaprecinct
regeneration
NORMIE BUI 514
2-20 Paramatta Road & 11-13 Columbia Lane, Homebush NSW

Scale: N/A
Date Rec: 0834



B	ENVIRONMENTAL ASSESSMENT ISSUE	15-05-11
A	CONCEPT ARCHITECT SUBMISSION	05-07-11
Issue	Revised/Amendment Description	Date

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Consulting Firm
Illustrative Images
ARTIST IMPRESSION
VIEW 3

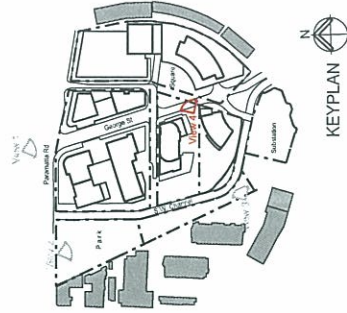
Project
CONCEPT PLAN APPLICATION FOR:
columbiaprecinct
regeneration
20-29 Parramatta Road & 11-13 Columbia Lane, Hornsby NSW

Scale: 1:500
Drawing No: 0834
Consultant: PH
Client: TL, IT
Drawing No: A.802
Issue: B

3. VIEW LOOKING NORTH-EAST AT WESTERN EDGE OF PROPOSED BUILDINGS



4. VIEW LOOKING NORTH-EAST OF NEIGHBOURHOOD SQUARE AREA



B	ENVIRONMENTAL ASSESSMENT EDD	15/06/17
A	CONCEPT PLAN DRAFT SUBMISSION	15/06/17
Name	Assessment Description	Date
Prepared	PD MAYOH PTY LTD	DAVID HUOUE PTY LTD
Clients	KENNARDS SELF-STORAGE PTY LTD	HAI PHONG PROPERTIES PTY LTD
Drawing No.	Illustrative Images	ARTIST IMPRESSION
Project	CONCEPT PLAN APPLICATION FOR:	columbiaprecinct regeneration
Site	2-29 Parramatta Road & 11-13 Columbia Lane, Northbush NSW	Scale: N/A
Drawing No.	0834	Sheet No.